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KEYSTONE



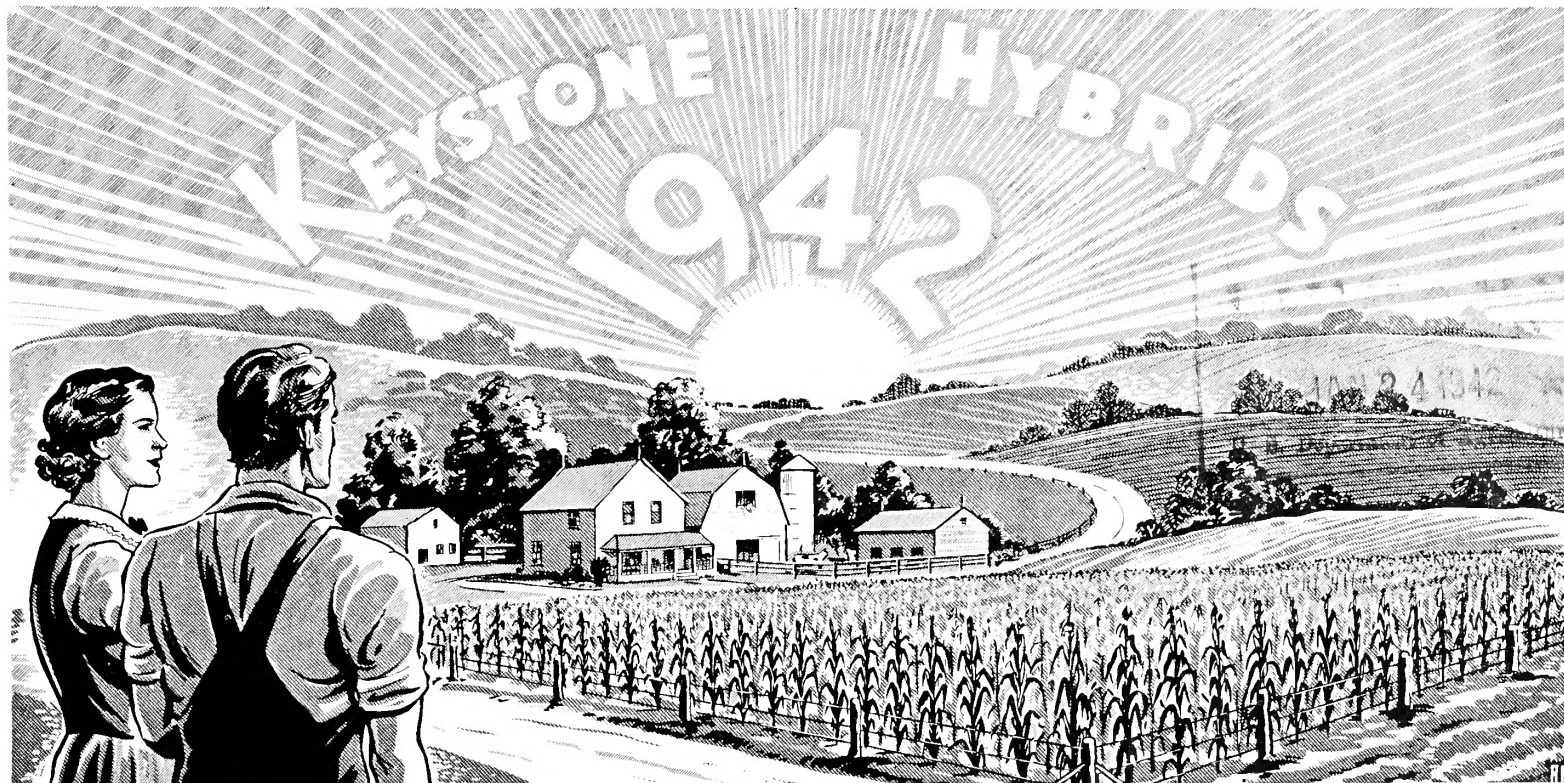
KOMMENTS

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Looking To 1942 -

Food for Defense — a national program aimed at increasing the efficiency and scope of farm production. This program brings home to us more vividly than ever before, the necessity for putting every farm unit on a maximum production basis. "Increase production and keep production costs down" will be the slogan of most farmers for 1942.

Crop production is based on three primary factors — soil, weather, and seed. The amount of control which the farmer can exercise over these factors through proper farm management varies. The seed factor is the only one that can be completely controlled by the farm operator — the soil factor can be controlled to a large extent by proper farming operations, and the weather is left completely outside the possibility of control.

Of the three factors, seed is one of the most important. Many times the quality of seed used to grow a crop is the difference between success or failure. Good, virile, carefully bred, adapted Keystone Hybrids remove the guesswork on seed, and the best yield that soil and weather will permit can be expected. The loss sustained from the use of poor seed is two-fold — lower production and lower value for what is produced.

Adaption is important in choosing your seed. Seed cannot be expected to do an efficient production job unless it is fitted to your particular growing conditions. Here is an example of how the selection of seed may have an important bearing on the weather and soil factors. If adverse weather conditions affect your crop yields, choose a variety which has the highest resistance to those

adverse conditions. If your soil is average or less in fertility, choose a crop or variety that fits that type of soil, not a crop which requires a deep fertile soil for good results.

Source of seed must also be considered. Methods employed in seed production and processing play an important part in the ultimate yield of a crop grown from that seed. This is particularly true in the case of hybrid corn, where careful handling is so necessary to the production of pure seed. Tests have shown over a wide area and through a period of several years that there is often a distinct difference in the yield of the same hybrid when produced by different growers.

Why Is Source of Seed Important?

The production of hybrid seed corn may be divided into three main phases — breeding, growing, and processing. All of these phases are about equally important — good breeding, because it insures top yields of sound grain; careful growing, because here especially, carelessness results in impure seed; and proper processing because it insures evenness in planting and fewer broken or diseased kernels.

Breeding: The breeding behind any hybrid determines the ability of that hybrid to yield. At Keystone Valley Farm in St. Louis County, Missouri, Cornell Seed Company carries on a complete corn breeding program. Highly trained corn breeders direct this program in a search for new inbred lines and new combinations of inbred lines that will increase yield over the

hybrids now in production. All new lines and new hybrids are thoroughly tested for a number of years before they are placed in production. If they do not prove in these tests that they are superior producers for a given area, they are discarded.

Complete and accurate records are kept on each new line as it is grown from year to year. These records include a complete history of the line, along with its reactions to various insects, diseases, and weather conditions. Similar records are kept on new hybrids in tests, in addition to accurate measurements of yielding ability. Thus, the breeding behind every Keystone Hybrid is on a completely modern and scientific basis.

Growing: The actual growing or crossing of hybrid corn is one of the most important phases of its production. Extreme care must be used in planting, detasseling, and harvesting the corn, to prevent any mixture of stock seed at planting time, mixture by improper pollination or mixture of seed ears at harvest time. Careless methods of detasseling result in impure seed.

Keystone Hybrids are produced by growers who have proven themselves to be qualified producers. Each grower is an experienced hybrid corn producer. He has been taught by Corneli's agronomists and through years of experience, the principles which are so necessary to the production of good seed. Each field producing Keystone Hybrid Seed Corn is under the direct supervision of trained agronomists and must pass rigid inspections over and over again before being accepted as fit for seed.

Crews of experienced men go over the fields daily during the detasseling season and pull every tassel by hand. Each tassel must be pulled before it sheds any pollen. One shedding tassel in a field will contaminate seed ears for several yards in all directions, so the importance of thorough detasseling cannot be over-emphasized.



Fig. 1. Taking Notes on Lodging After Heavy Rain and Wind.

Extreme care is used in harvesting Keystone Hybrids to avoid any mixture of corn from pollen parent rows. Only ears from detasseled rows may be used for seed.

Keystone Hybrids are grown mainly in the fertile bottoms of the Missouri and Mississippi rivers. Produc-

Fig. 2. Production Field of Keystone 38 After Complete Detasseling.



TESTIMONIALS

1.—at present this section is extremely dry and my other hybrids are firing badly. Keystone 38 has not fired more than lower two blades and has large single ears of good quality, well filled.

Albany, Missouri.

2.—planted one bushel of Keystone 38 and gathered 520 bushels of good, sound ear corn. This is extra good yield for this country and am highly pleased with the results.

Grenada, Mississippi.



Fig. 3. Keystone Missouri 8
at Husking Time.

tion on fertile soils results in strong virile seed of a high germination.

Processing: To insure easy planting and an even stand of corn, the seed must be thoroughly and accurately graded. Corneli Seed Company maintains one of the most modern and complete seed cleaning plants in the country and Keystone Hybrids are known for their uniform grading. Before shelling, the ears of corn are hand picked to remove any inferior or diseased ears from the seed. The corn is then processed through batteries of machines where it is graded accurately for length, width, and thickness. Recent additions to this plant are aimed at further increasing the efficiency and capacity of the corn grading job. Men who have spent most of their lives operating seed cleaning machinery are on the job to insure a uniform grade in Keystone Hybrids.

Corneli Seed Company presents their Keystone Hybrids for 1942. Two new Keystone numbers — 42 and 43 — are offered to add to the efficiency of corn produc-

tion. These two, when added to Keystone 38 and Keystone 40, form the series of Regular Keystone hybrids. In addition to the Keystone numbers, Missouri 8, Illinois 960, Missouri 47, U. S. 13, Illinois 21, 200 and 201 are offered. See the table below for complete descriptions of all of these hybrids.

The seed of Keystone Hybrids is packed in one-bushel bags, and labeled with number, grade, germination, and production area, and sealed for your protection. Do not accept seed if this seal has been broken.

A tube of Semesan Jr. (1 bushel size) is included in each bag.

Have you tried Keystone Hybrids? Perhaps you are missing some of the advantages they offer. Why not join the thousands of farmers who have found the way to "Bigger and Better Crops" through the use of Keystone Seeds? See your Keystone Seed Dealer and have him reserve your hybrid needs for 1942. Follow the trend to Keystone Hybrids.

TABLE OF DESCRIPTIONS

HYBRID	Maturity	Ears Per Plant	Stalk Size	Ear Size	Ear Height	Ear Shape	Resistance To		
							Lodging	Disease	Drought
KEYSTONE 38	125 Days	1	Large	Large	Medium	Cylinder	Exc.	Good	Exc.
KEYSTONE 40	125 Days	1-2	Large	Large	Medium	Long Cyl.	Good	Exc.	Good
KEYSTONE 42	120 Days	1	Large	Large	Medium	Long Cyl.	Good	Good	Good
KEYSTONE 43	120 Days	1-2	Large	Med. to Large	Medium	Cylinder	Good	Good	Good
MISSOURI 8	120 Days	1-2	Med. to Large	Med. to Large	Medium	Cylinder	Good	Medium	Good
MISSOURI 47	115 Days	2-1	Medium	Medium	Medium	Sl. Taper	Medium	Medium	Medium
U. S. 13	120 Days	1	Large	Large	Medium	Cylinder	Exc.	Good	Good
ILLINOIS 21	120 Days	1-2	Large	Large	Medium	Cylinder	Good	Good	Good
ILLINOIS 200	125 Days	1-2	Large	Large	Medium	Cylinder	Exc.	Good	Good
ILLINOIS 201	120 Days	1	Large	Large	Medium	Cylinder	Good	Good	Good
ILLINOIS 960	112 Days	2	Medium	Med. to Small	Med. to High	Taper	Medium	Medium	Good

TESTIMONIALS

3.—Have some Keystone hybrid yielding 75 bushels per acre on land that is considered almost too sandy for good corn yields. Mr. _____ reports 3,000 bushels on 30 acres fertile river bottom soil.

Modoc, Illinois.

4.—fair sized acreage of _____ hybrid distributed here, and we know Keystone 38 and 40 have beaten it bad. Will be a noticeable increase in these hybrids here next year.

Franklin, Tennessee.

Comments on Corn:

Since 1939 the use of hybrid corn in our trade territory has increased nearly 200%. Production and sales of Keystone Hybrids have increased 700% in this period. **Farmers are changing to Keystone.**

Keystone 38 has made an excellent record this year in areas severely affected by drought, as well as those under normal conditions. Try this one if you are subject to summer drought.

Keystone 42 and 43 are new. They have made excellent records for yield and quality during the past three years throughout the southern part of the corn belt.

Keystone 40 is a favorite with many farmers who prefer a longer type of ear. This is one of the best sound corn producers.

All Keystone Hybrids are quality Hybrids, produced and sold only where they are adapted.



Fig. 4. Look For This Bag; Sealed For Your Protection.

PRICES (Including Semesan, Jr.)

	Large or Medium Flat Per Bu.	Small Flat and Rounds Per Bu.
Keystone Missouri 8.....	\$6.50	\$4.50
Keystone Missouri 47.....	7.00	5.00
Keystone Illinois 21.....	7.00
Keystone Illinois 200.....	7.00	5.00
Keystone Illinois 201.....	7.00
Keystone Illinois 960.....	7.00
Keystone U. S. 13.....	7.00	5.00
Keystone 38.....	7.50	5.50
Keystone 40.....	7.50	5.50
Keystone 42.....	7.50	5.50
Keystone 43.....	7.50	5.50

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